

1967 Shorthorn Calendar

Melbourne: the Magic Name in Shorthorns

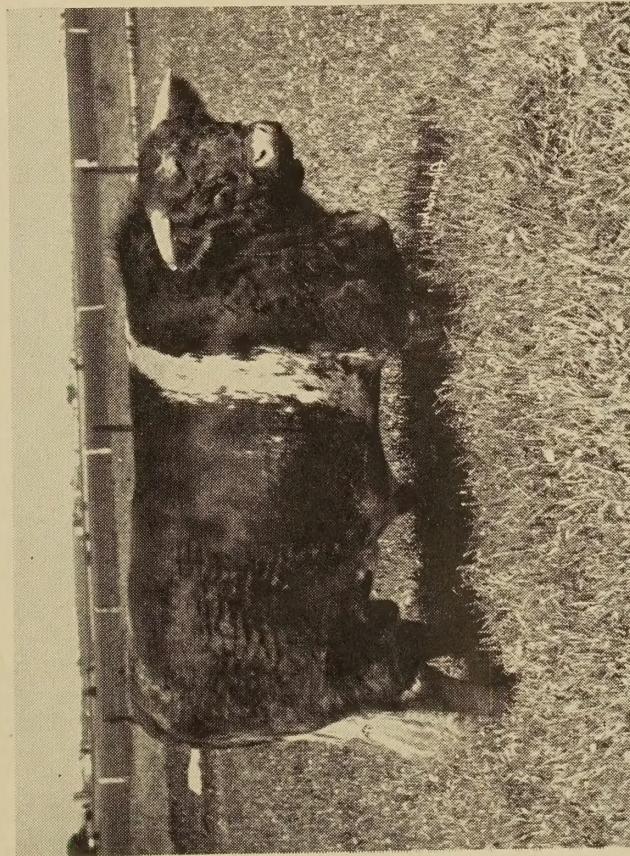
MELBOURNE PEMBERTON

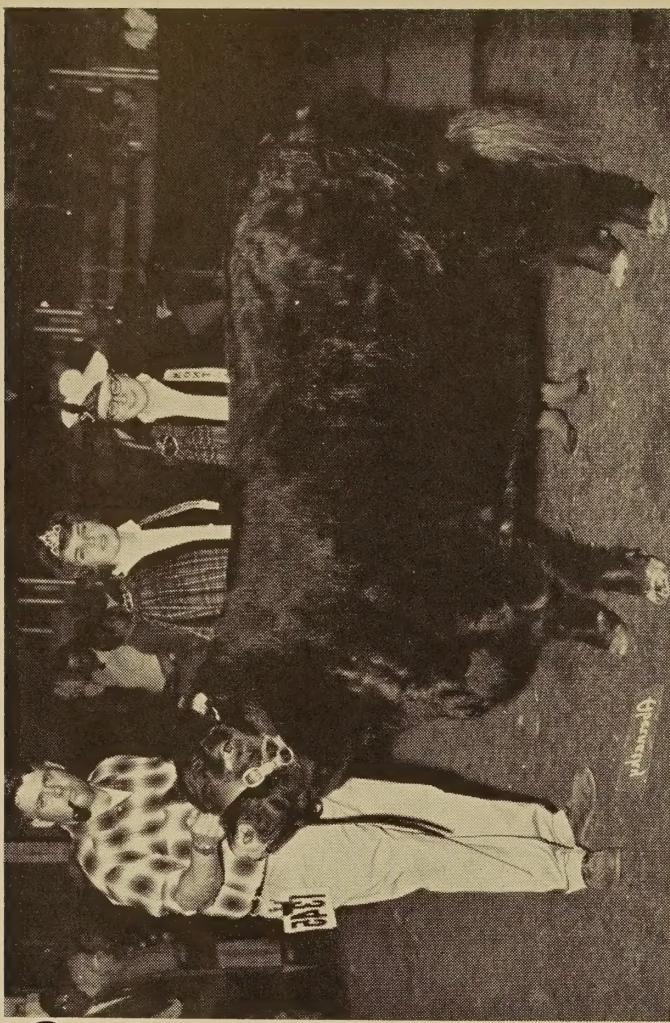
Junior stock bull at Melbourne. He combines the blood of Levedale Basis, Basildon Premium and Calrossie Diamond.



REMITTAL CAPTAIN JIM

Junior stock bull at Melbourne and top of the 1966 Canadian International Bull Sale. He weighed 1,955 pounds at 23 months.





MELBOURNE CRUISER by Basildon Premium was first-prize junior yearling and reserve senior champion at the International with Melbourne Pemberton, second in the same class. Cruiser is out of Levedale Circus, 12th by Glamis Grenadier and sold in the Melbourne sale to Dewey Lunstra, Beaver Creek, Minn. Eddie Mackie is at the halter.



JANUARY 1967

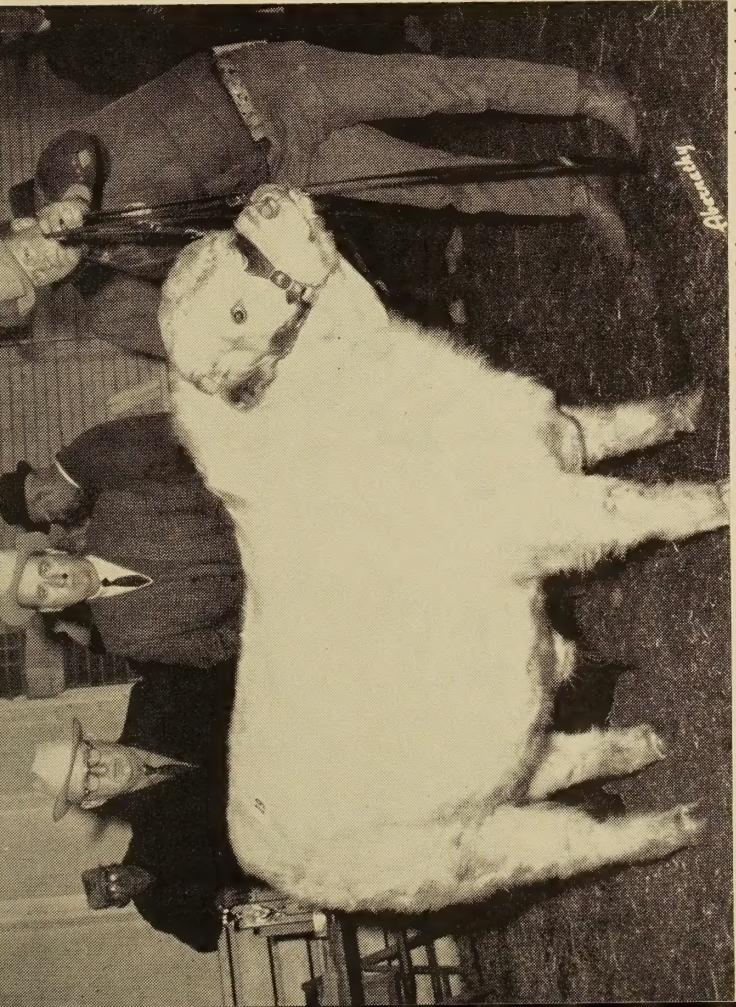
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY 1967

S	M	T	W	T	F	S
			1	2	3	4
			Sioux Empire Sale, Sioux Falls			
5	6	7	8	9	10	11
	KC Farms Sale, Kansas City					
12	13	14	15	16	17	18
	Dixie National Sale, Jackson, Miss.			Omaha Polled Shorthorn Sale	Omaha Shorthorn Sale	Brandon, Manitoba Bull Sale
19	20	21	22	23	24	25
	Iowa Royal, Des Moines					Lewisfield Dispersions, Charlottesville, Va.
26	27	28				

LEVEDALE AUGUSTA MARIE was reserve grand champion at the International Livestock Exposition for Melbourne Farm. Previously she had been grand champion at the Illinois State Fair and at the American Royal. She is by Cairrosie Diamond that also sired Melbourne's 1964 International grand champion female and winning get. Paul Potter is at the halter.

Plan To Attend These Illinois Sales



Melbourne is pleased to recommend the following list of Shorthorn sales in Illinois to you. Many of the consignors at each sale are Melbourne customers and the get and service of well-known Melbourne stock bulls will be featured. Here is a chance to put the valuable Melbourne blood to work in your herd through the careful breeding programs of the Melbourne customers.

MARCH 4 — "Sale of Satisfied" Buyers, Galesburg.

MARCH 7 — Illinois Shorthorn State Show & Sale, Springfield.

MARCH 8 — Illinois Polled Shorthorn Show & Sale, Springfield.

SEPT. 7 — West Central Illinois Shorthorn Sale, Princeton.

NOV. 6 — Melbourne Farm Production Sale, Big Rock, with guest consignments from Levedale, Shore Acres, Prairie Creek, Wernacres and Carusbrooke.

NOV. 7 — "Best of Midwest" Shorthorn Sale, St. Charles.

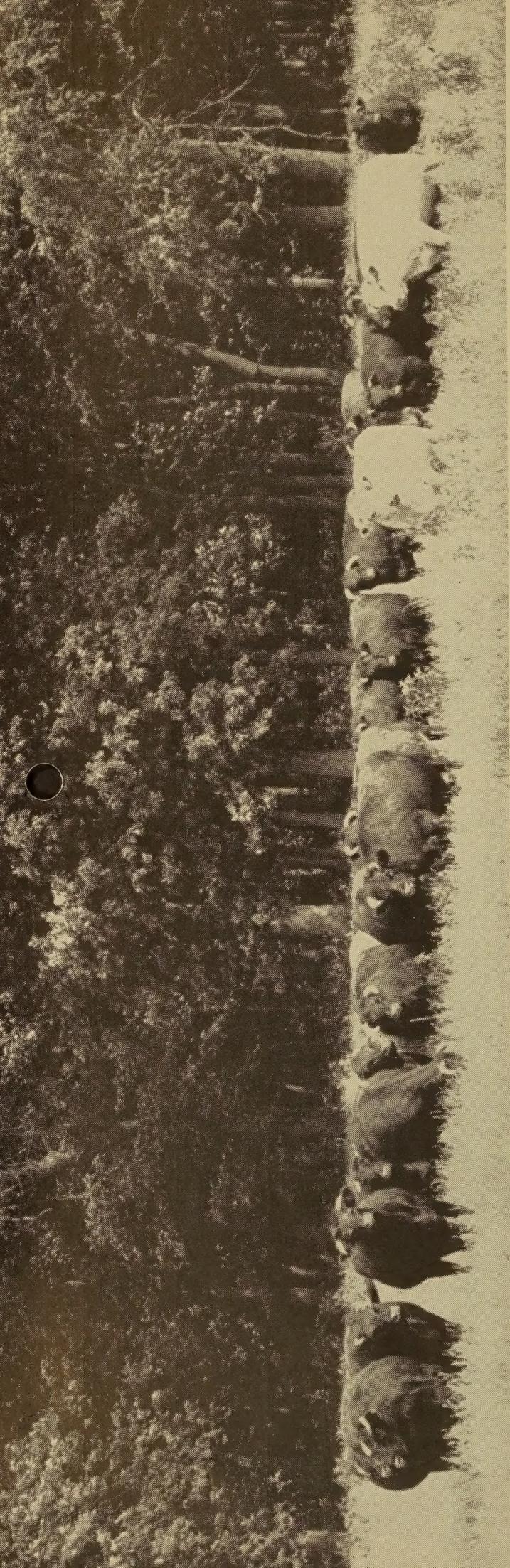
Wernacres Notable, grand champion of the Illinois State Shorthorn Sale, was consigned by Louis Wernicke & Sons, Lena, Ill. He sold at the sale top of \$2,000 to R. E. Elbert, Stratford, Iowa. L to R: Louis Wernicke, B. Hollis Hanson, judge, and Dale Wernicke. The bull is by International reserve grand champion Melbourne Augustine, used jointly by Melbourne and Wernacres.

MARCH 1967

S	M	T	W	T	F	S
			1	2	3	4
						Galesburg, Illinois Sale Montana Billings
5	6	7	8	9	10	11
						Kentucky National, Louisville Hawkeye Downs Sale, Cedar Rapids
12	13	14	15	16	17	18
						Royalty Sale, Whitesville, Kentucky
19	20	21	22	23	24	25
						Tennessee Sale, Lawrenceburg
26	27	28	29	30	31	30
						Mid-Kansas Sale, Salina Appleton

APRIL 1967

S	M	T	W	T	F	S
						1
						8 Indiana Sale, Marion
2	3	4	5	6	7	9 Ashbourne Lone Star Sale, LaGrange, Ky.
9	10	11	12	13	14	15
16	17	18	19	20	21	22 Sutherland Sale, Prospect, Kentucky
23	24	25	26	27	28	29 New York Sale, Ithaca



Anytime is a good time to visit beautiful Melbourne farm. You'll see many of the breed's most famous brood cows like those above. Plan to make the trip part of your 1967 travel plans.

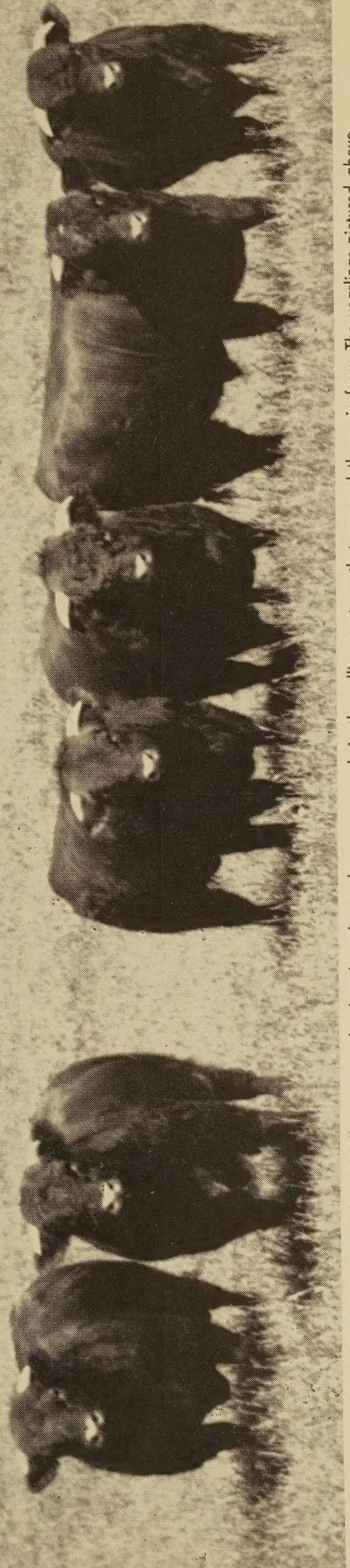
MAY 1967

S	M	T	W	T	F	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			
Fernwood Sale, Barrington, Illinois						

JUNE 1967

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

"Choice of
Champions"
Northfield, O.



Most of the young bulls at Melbourne are developed outdoors, the year around, in the rolling pastures that surround the main farm. The yearlings pictured above were all sold in the 1966 fall sale to breeders from 14 states.

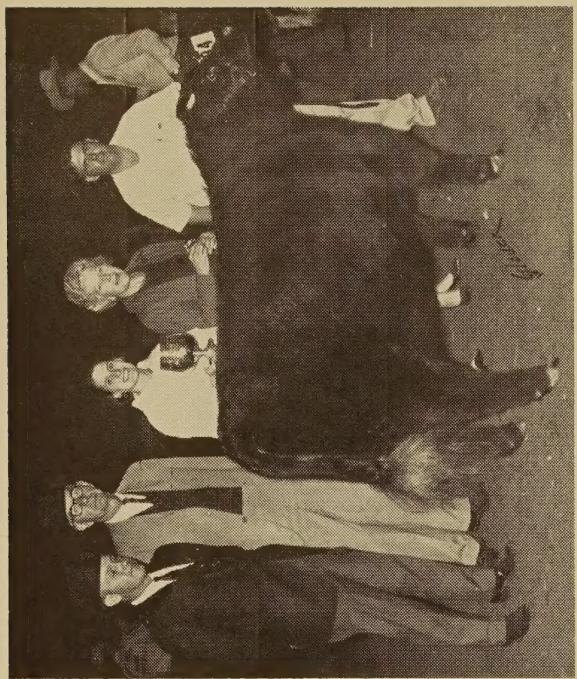
JULY 1967

S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

AUGUST 1967

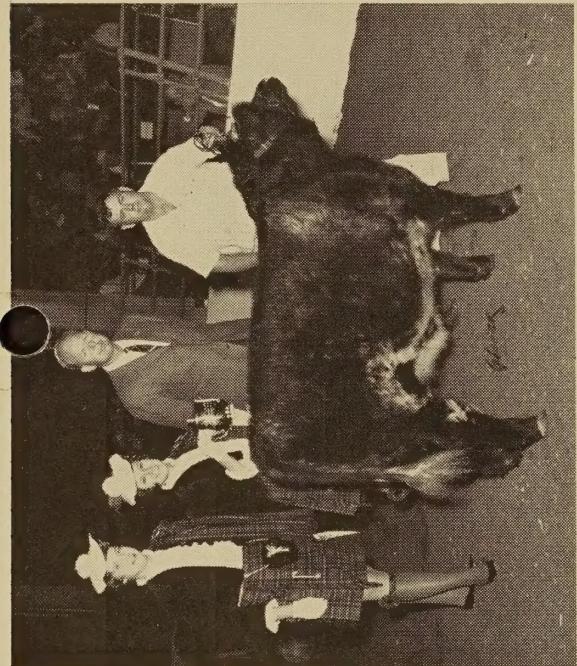
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Melbourne
shows at Illinois
State Fair



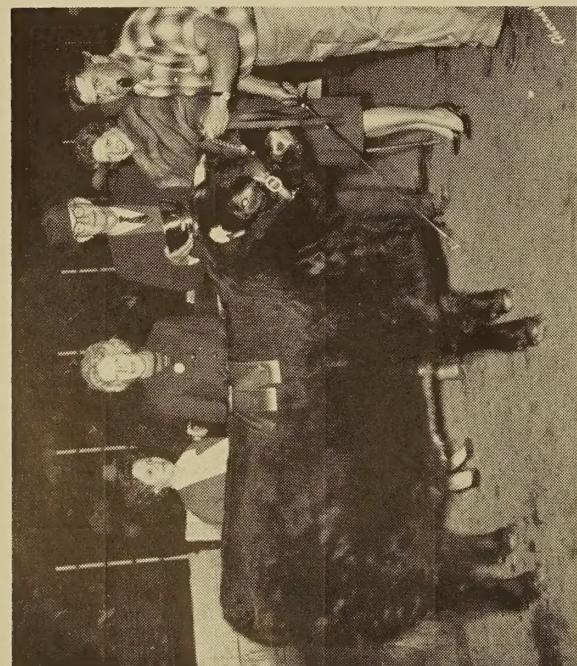
1966 American Royal Champion Female

Grand champion female of the 1966 American Royal was Melbourne's Leveldale Augusta Marie by Calrossie Diamond. She later won reserve grand champion honors at the International.



1965 American Royal Champion Female

Grand champion female of the 1965 American Royal was Melbourne Missie Eliza by Basildon Premium that later was the top-selling female of the year at \$3,700 to Fernwood Farm.



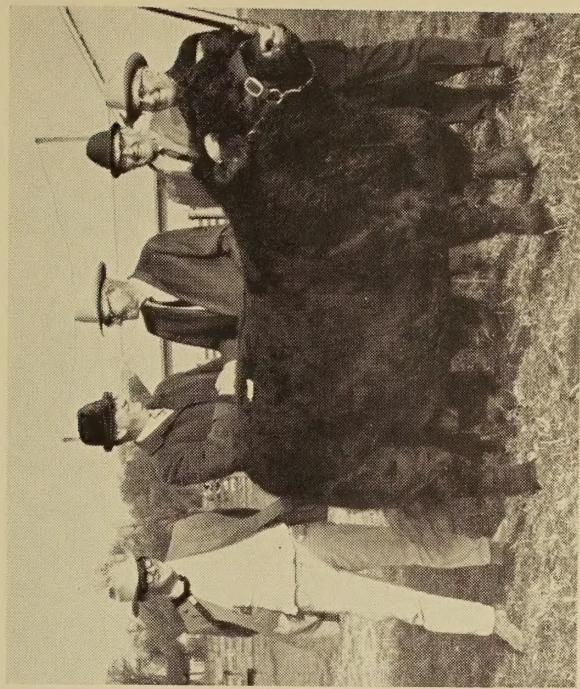
1964 American Royal Champion Female

Grand champion female of the 1964 American Royal was Melbourne Missie by Calrossie Diamond that later went on to win the International grand championship.

SEPTEMBER 1967

OCTOBER 1967

S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	Michigan Invitational, Ashley	12	11	10	11	13	14
3	4	5	6	7	8	9	Aberfeldy Etrick- Scotsdale Sale, Georgetown, Ont.	16	17	18	19	20	21
10	11	12	13	14	15	16	Thiede Sale 9 S. Dak. Bilmar Sale, Durand, Michigan	17	18	19	20	21	22
17	18	19	20	21	22	23	Broadview Sale, Carrier Oklahoma	23	24	25	26	27	28
24	25	26	27	28	29	30	Sutherland Polled Sale, Prospect, Ky.	29	30	31			



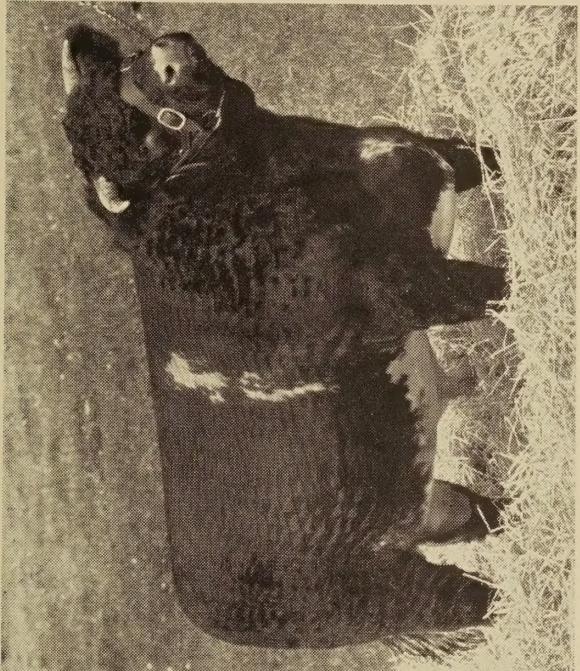
By Calrossie Diamond

Top-selling son of Calrossie Diamond in the 1966 Melbourne sale was Melbourne Adjutant, a full brother to the International reserve champion Levedale Augusta Marie. He sold at \$2,750 to Joe Huckfeldt, Gordon, Neb.

NOVEMBER 1967

S	M	T	W	T	F	S
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Melbourne
shows at the
International



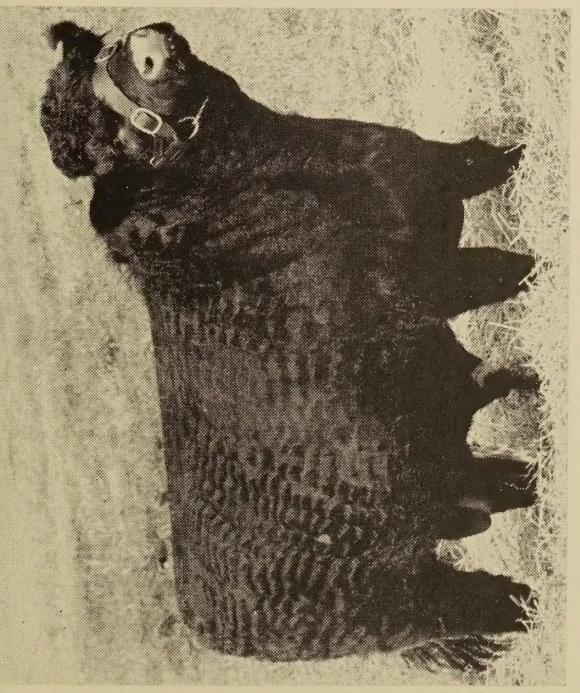
By Basildon Premium

Top-selling son of Basildon Premium at the 1966 Melbourne sale was Melbourne Richmond out of Calrossie Rothes Jan, the dam of the International reserve champion Levedale Richard. He sold for \$2,850 to Robert Raisbeck, Lancaster, Wis.

DECEMBER 1967

S	M	T	W	T	F	S
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Sangamon
District
Pawnee, Illinois



By Levedale Peerless

Top-selling son of Levedale Peerless for Levedale, Mason City Ill., in the 1966 Melbourne sale and top for the year in the U. S., was Levedale Goodwill that brought \$6,300 for two-thirds interest from Tempel Farms, Wadsworth, Ill.

MELBOURNE SHORTHORNS: Carefully Bred to Meet Demands of the Future

MELBOURNE FARM is located in the center of one of the greatest cattle feeding areas of the world. On other farms owned by John Alexander & Sons in this area more than 2,000 head of quality cattle are fed each year . . . and have been since the early 1920's. While this doesn't make Melbourne unique in the business of producing superior breeding cattle to improve commercial cattle, it does provide them with daily contact with commercial cattle and an opportunity to observe the needs and the problems of the beef cattle industry.

It is not Melbourne's goal only to produce fancy show cattle, sell them at high prices, and receive all the attendant publicity. We hope through our purebred cattle and through our bulls going to commercial areas to further improve commercial beef cattle and to help solve some of the problems in that industry. We see thousands of calves come into the Midwest every fall weighing from 400 to 450 pounds at weaning. We see them fed for nearly 12 months, making an overall gain of 2.0 to 2.4 pounds a day. When the feeder of these cattle frequently receives three to five cents a pound less for his finished product than he paid for it, we know there is room for improvement for both the producer and the feeder.

First, is it possible to increase the weaning weight of these calves by 100 pounds? Yes, it is! But it's difficult to do so and retain high quality. However, you can select carefully those bulls that have matured early and yet have grown out to at least 1,800 pounds in average condition. You can mate them to cows of ample size and strength. You can still put those bulls under the test of showing standards. Thus we feel the weaning weight of calves can be increased 100 pounds without sacrificing quality, thereby making an increase of \$25 to \$35 a head in the income of the commercial cow man.

Second, it is possible to produce cattle that will consume a ration high in roughage to make a cheap but rapid gain which gives more profit to the all-important feeder of commercial beef. Certainly, a 20 per cent gain increase during the feeding period will make a great increase in the profit of the feeder. Melbourne believes this is possible by selecting bulls and females of size and substance, feeding them well under conditions not too

The proof of any breeding program is in the success of the finished steers it produces. Those above from one of the Alexander farms in Kane County, Illinois, took first-prize honors at the International Livestock Exposition.

different than subsequent generations of commercial cattle. Fast and inexpensive gains are the best answer to rising costs. This is the one area where the beef cattle producer can overcome government controls, consumer demands, and the many other factors that determine fed cattle prices.

Third, does this mean that we should produce cattle strictly by use of pencil, scale and mortarboard? Do the weight of the calf at weaning, the cost of gain, and the rate of gain constitute the only areas where we should be concerned? Certainly not! Quality is still the key to success in the production of registered cattle. The purebred cattleman is the scientist of the cattle industry. Through his improvements, the entire industry is improved.

We invite you to visit Melbourne. We don't have all

the answers, nor are we able to produce every animal to our standards, but each generation brings us another step closer to our eventual goals. We will continue to exhibit our cattle at major shows to insure keeping their quality at the same high standards and to compare them with the best in the land. We will continue to keep weights on our bulls and to work for increases in weaning and yearling weights. We will continue to raise our cattle under conditions favorable to transmitting these qualities on to future generations of commercial cattle.

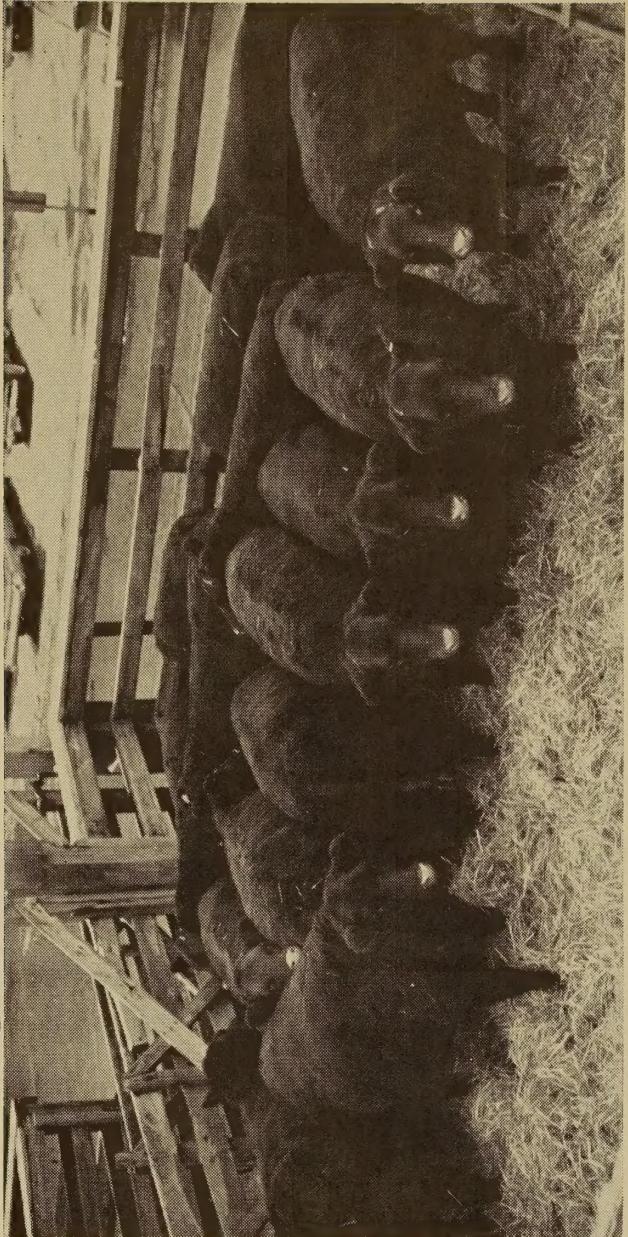
We are aware that this is a long-term project and

that many phases may not be financially rewarded, but

we sincerely hope that we can help take a giant stride

forward in beef cattle improvement for several approach-

ing generations.



Melbourne: the Magic Name in Shorthorns

SECOND ANNUAL PRODUCTION SALE, MONDAY, NOVEMBER 6, 1967

CARUSBROOKE

Peru,
Illinois

WERNACRES

Louis Wernicke & Sons
Lena, Illinois

PRairie CREEK

J. E. "Mike" Klokkenga
Enden, Illinois

SHORE ACRES

Arnold & Brooks
Sterling, Illinois

LEVELDALE

Les & Gene Mathers
Mason City, Illinois

MELBOURNE

John Alexander & Sons
Big Rock, Illinois